

Stetson Canal Project  
7108-7164 E. Stetson Drive  
Case 280-PA-2004

## PROJECT NARRATIVE

The Stetson Canal Project is a 120,355sq.ft. office, restaurant, retail mixed use project strategically located on approximately 2.01 acres, south of the Arizona Canal and on the north side of Stetson Drive, to be developed under the terms and conditions of the Development Agreement 2004-034-COS between the City of Scottsdale and Stetson Canal LLC. The City's public plaza at the Marshall Way bridge will be framed by the proposed buildings, creating new pedestrian linkages between Stetson Drive and the Arizona Canal and to encourage activity on the canal, street, and public plaza frontages.

The four proposed buildings are designed to create a sense of place and arranged to complement the existing 5<sup>th</sup> Avenue area specialty retail and gallery streetscapes that currently exist south of the Arizona Canal. They will also serve to draw the future residents of the waterfront residential towers to the south side of the Arizona Canal and experience not only this project but the unique art gallery and specialty retail offerings of the 5<sup>th</sup> Avenue and Marshall Way area.

The proposed project will include an underground public parking structure, along with smaller components of at-grade structured parking and surface parking. Vehicular parking access and project deliveries are focused on the east and west ends of the project, to allow a maximum of uninterrupted pedestrian flow at the Stetson Drive street level. Elevators, stairwells are strategically located to maximize access from the project-dedicated parking and public parking into the heart of the development. The open-air circular grand staircase is strategically located in the project's "village square" on the western periphery of the public plaza. It is anticipated that this will be the most convenient, visible, and consequently most used access to and from parking. It is also expected that this staircase, along with the icon tower of the building west of the staircase will serve as the visual organizing feature for the project and visitors to the public plaza. As part of the developer's commitment to the city pursuant to the Development Agreement, there are proposed to be men's and women's restrooms at the street level just west of the public plaza as a public amenity with access from the public plaza.

The three buildings east of the public plaza are proposed to be connected via pedestrian bridges at several levels over pedestrian breezeways. These bridges serve either the tenants of the proposed buildings, or in some cases create an alternative circulation system for visitors to the buildings. They also enhance the visual linkages between the canal and the shops and galleries to the south.

The project is proposed to conform with the existing C-2 DO (Downtown Overlay) zoning district, the Downtown Architectural and Urban Design Guidelines, and the project site plan guidelines and restrictions contained in the Development Agreement. The project design incorporates such urban design principles as stepbacks from the street

to break up massing and create visual interest, recessed windows to create shadow, and the use of pedestrian arcades for pedestrian shade and comfort. The project has been designed to limit building height to 36' at both the Stetson Drive level and the Arizona Canal bank level.

Perhaps the most unique aspect of this project is that it has been intentionally designed to give the appearance of 4 distinct buildings that, while related, were erected at different times in the history of the 5<sup>th</sup> Avenue/Stetson Drive area.

The western most building, with its Spanish revival architectural influences, is most reminiscent of an old winery. While not literally true of course, grape groves are in fact documented in the more distant history of the area and lend credence to a southwestern winery theme for the project. The winery building has a tile roof similar to those used extensively in the 5<sup>th</sup> Avenue area's pedestrian arcades. It's arched openings are set into predominantly smooth stucco surfaces. A small 450 sq.ft. jewel box building (the possible 5<sup>th</sup> building) is being considered adjacent to the public plaza at the edge of the project's own square. It will create a visual edge for the square and its outdoor activities.

The smaller building east of the public plaza, in a more Spanish colonial design, has a modified residential aspect. It is suggestive of the idea that it may have been the estate house associated with the winery that has now being reused to house restaurants and office spaces. It's roof element is a weeping mortar tile. Exterior surfaces include both rough and smooth stucco, stone, and extensive use of pre-cast elements for sills and copings.

The third building further east has been designed and clad to represent what would have been the wine crush house. It is a decidedly more modern edifice, built in concrete frame with brick veneer and the appearance of a later 1950's vintage addition with coated, aluminum panels in a matte finish.

The eastern most building is the most visually new structure. It will appear to have been built as the maintenance warehouse to support the crush house at a time when space needs forced additional development. The corrugated barrel roof stands over a building façade of E.I.F.S in a smooth stucco finish and anodized aluminum.







**COLOR TABLE**

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**STETSON MIXED-USE**

**Allen**

7030 EAST FIFTH AVENUE  
SCOTTSDALE, ARIZONA 85251  
480.990.2800

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SUBMITTAL



- KEYNOTES**
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**95-DR-2004**  
10/15/04

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DATE: 10/15/04

BY: [Signature]

FOR: [Signature]

**BUILDING ELEVATIONS**  
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SCALE: AS NOTED

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STETSON MIXED-USE

Allen  
7520 30th Street  
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DRB  
SUBMITTAL

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C.O.S. DR CASE # 285-PA-2004

BUILDING ELEVATIONS  
BUILDING C

A5.03  
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ST-TSON MIXER-USE

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DRB  
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## KEYNOTES

[illegible]

95-DR-2004  
10/15/04

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STETSON MIXED-USE

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DRB  
SUBMITTAL

KEYNOTES



STETSON DRIVE ELEVATION  
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ARIZONA CANAL ELEVATION  
N.T.S.

**95-DR-2004**  
10/15/04

C.O.S. DR CASE #: 280-PA-2004

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STREETSCAPE ELEVATIONS

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